Design Tips for Effective Presentations
(For slide show presented through a projection device)
June 2008

1. Keep it simple
   - Every element on the slide should have a purpose.
   - Grab the attention of your audience with your slides, but don't overdo it.
2. Use the "Less is More Principle"
   - Use the fewest words possible to convey the point
   - Often referred to as the 6X6 or 7X7 rule – depending on text/reference
   - 7X7 rule – No more than 7 words per line and 7 lines of text per slide
     (Does not include the title)
3. Theme/Design Template
   - Keep a consistent theme throughout the presentation
   - Dark text on light backgrounds more readable
   - Font – Use:
     o Same font set throughout the presentation
     o No more than 2 complementary font (i.e. Arial and Arial Bold)
     o No smaller than 24 point for text and 36 point for titles
       Make sure text can be read from the back of the room
4. Text
   - Choose text carefully to create interest
   - Avoid ALL CAPS – "Audiences have difficulty comprehending sentences typed in all capital letters, especially when the lines exceed seven words. All capital letters leave no room for emphasis or inflection, so readers get confused about what material deserves particular attention (Reynolds)."
   - Avoid slang or confusing regional/colloquial words
5. Transitions and animations
   - Keep the same transition throughout the presentation for consistency
   - Use animation sparingly
   - Avoid sound included with the transition
6. Color
   - Elicits emotion – take care with color choices
   - Use color sparingly
   - Use attractive color schemes/complementary colors
   - Limit red – remember some of your audience may be colorblind
     Difficulty distinguishing shades of green and red
7. Multimedia
   - Use no more than 2 pieces per slide
   - Must be related or used to enhance slide show
8. Spell check and proofread carefully
9. Adhere to copyright regulations

* For presentations to be printed or published to a website, smaller font size would be acceptable.

Works Cited

Reynolds, Gary. <u>10 slide design tips for producing powerful and effective presentations.</u> 19

September 2006. 16 June 2008 <http://techrepublic.com.com/2001-6240-0.html>.

Shelly, Gary B., Thomas J. Cashman and Misty E. Vermaat. <u>MS Office 2007 Introductory</u>

<u>Concepts and Techniques.</u> Windows Vista Edition. Boston: Thomson Course

Technology, 2008.